



**There's a growing market within your reach.**



**FREE  
BADGE  
WITH  
EVERY  
PLAY**



**A brand new entertainment concept for the younger market.**

In the U.S.A. there are some 22 million children between the ages of 4 and 10 and with few exceptions they all enjoy putting coins in slots. Childs Play has been designed to capture this market; custom built in a child size cabinet with a play concept that relates to the younger mind, Childs Play unlocks a market that is huge even in grown-up terms.

**New location opportunities.**

Although it will be immediately obvious to most operators that Childs Play extends the range of equipment they can already offer to existing locations, the most important benefit is the massive untapped potential to extend operations into new locations.

The list is endless: Hotels, Department Stores, Supermarkets, Speciality Children's Shops, Garden Centers, Airports, Clinics, Camping Grounds, Shopping Malls, etc. etc.

**Peace of mind for parents**

Childs Play's appeal is by no means restricted to children. Its "good value for money" is popular with parents and because it's completely safe, parents have no need to stand reassuringly by while the kids enjoy themselves. Instead they can relax or get on with the shopping; which incidentally makes Childs Play very popular with retailers.

**From a Company that knows a winner when it sees it**

Childs Play is manufactured in the U.S.A. by Magic Electronics, a company well known in the amusement industry for innovative technology and the production of high earning coin operated equipment.

**Childs  
Play.**

1695 w/ TICKET

Age  
3  
1595



## KIDDIES CORNER

### Where the action is!

The real magic of Childs Play is revealed in Kiddies Corner, a 'total attraction' concept which is simply irresistible to any normal fun-loving child, not to mention any operator who likes his profits in triplicate.

### The Cherry on the cake.

Each game gives a free Childs Play badge with every play. And anybody who knows anything about kids will know that that's a sure incentive to get them playing over and over again. And just think of all those little walking advertisements.

Every kid wants to get behind the wheel.



Side Profile



Front View



The Childs Play games are Sailor Sam, Jumbo Pilot and Race Ace. All specially designed to thrill the younger player.

Distributor



**Magic**

ELECTRONICS, INC.

Manufacturer of inexpensive quality coin-operated  
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